

ORDER



Orders

Order / Rev: 707556

Alt Order #: 06282267

Product Desc: ISS/FREEDOM TO MARRY 2012

Estimate: 11623

Flight Dates: 08/27/12 - 08/31/12

Original Date / Rev: 08/17/12 / 08/17/12

Order Type: Political

KARE

Primary AE: Jim Quinn

Sales Office: T-PHI

Sales Region: NAT

Agency

Name: Media Strategies & Research/ POL

Buying Contact:

Billing Contact:

11350 Randon Hills Road, Suite 670

Fairfax, VA 22030

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: Freedom to Marry 2012

Demographic: A35+

Product Codes: IS-Issue/Ballot

Priority: P-2

Revenue Codes: AGY, GEN, POL

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	08/31/12	41	\$37,225.00	\$31,641.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	41	\$37,225.00	\$31,641.25	0.00
Totals	41	\$37,225.00	\$31,641.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KARE	24%	\$37,225.00
Market	100%	\$155,104.17

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWF	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	18%	\$27,918.75
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	1%	\$1,551.04
KSTP	0%	\$0.00
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	13%	\$20,163.54
WCCO	42%	\$65,143.75
WFTC	2%	\$3,102.08

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KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KARE	08/28/12	08/30/12	M-F 5-6a KARE First Edition M-F	CM	5-6a -T-T---	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	-T-T---		2		\$250.00			0.00			
E 2	KARE	08/27/12	08/31/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a MTWTF--	:30	5	\$600.00	P-2	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTWTF--		5		\$600.00			0.00			
E 3	KARE	08/27/12	08/31/12	Today Show Today Show	CM	7-9a MTWTF--	:30	5	\$700.00	P-2	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTWTF--		5		\$700.00			0.00			
E 4	KARE	08/29/12	08/29/12	M-F 9-10a M-F 9-10a	CM	9-10a --W----	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	--W----		1		\$250.00			0.00			
E 5	KARE	08/31/12	08/31/12	M-F 1-2p Rachel Ray	CM	1P-2P ----F--	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	----F--		1		\$150.00			0.00			
E 6	KARE	08/28/12	08/28/12	M-F 2-3p The Doctors	CM	2P-3P -T-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	-T-----		1		\$175.00			0.00			
E 7	KARE	08/27/12	08/31/12	EF (M-F) DR OZ	CM	3P-4P M---F-- (3:00 PM-4:00 PM)	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	M---F--		2		\$350.00			0.00			
E 8	KARE	08/27/12	08/31/12	M-F 430-5p Jeopardy	CM	430-5P M-WTF--	:30	4	\$550.00	P-2	0.00	NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	M-WTF--		4		\$550.00			0.00			
E 9	KARE	08/27/12	08/30/12	M-F 4-430p KARE 11 4 News	CM	4-430P MT-T---	:30	3	\$350.00	P-2	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	MT-T---		3		\$350.00			0.00			
E 10	KARE	08/27/12	08/31/12	M-F 5-530p KARE 11 5 News	CM	5-530p M-WF--	:30	3	\$1,100.00	P-2	0.00	NM	3	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	M-WF--		3		\$1,100.00			0.00			
E 11	KARE	08/28/12	08/30/12	M-F 6-630p KARE 11 6 News	CM	6-630p -T-T---	:30	2	\$1,300.00	P-2	0.00	NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	-T-T---		2		\$1,300.00			0.00			
E 12	KARE	08/27/12	08/31/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm MTWTF--	:30	5	\$1,300.00	P-2	0.00	NM	5	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	MTWTF--		5		\$1,300.00			0.00			
E 13	KARE	08/28/12	08/28/12	Tue Prime AGT	CM	7P-9P -T----- (6:58 PM-9:00 PM)	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	-T-----		1		\$3,000.00			0.00			
E 14	KARE	08/29/12	08/29/12	Wed Prime AGT	CM	8P-9P --W---- (8:00 PM-9:00 PM)	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	--W----		1		\$3,000.00			0.00			
E 15	KARE	08/31/12	08/31/12	Fri Prime DATELINE	CM	8P-10P ----F-- (8:00 PM-10:00 PM)	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/27/12	09/02/12	----F--		1		\$2,000.00			0.00			

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E 15	KARE	08/31/12	08/31/12	Fri Prime DATELINE	CM	8P-10P (8:00 PM-10:00 PM)	----F--	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>			
Week:		08/27/12	09/02/12	----F--	1				\$2,000.00			0.00			
E 16	KARE	08/27/12	08/29/12	M-F 10-1035p KARE News 10p	CM	KARE News 10p	M-W----	:30	2	\$2,200.00	P-2	0.00	NM	2	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>			
Week:		08/27/12	09/02/12	M-W----	2				\$2,200.00			0.00			
E 17	KARE	08/28/12	08/30/12	Tonight Show Tonight Show	CM	1035pm-1135pm	-T-T---	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>			
Week:		08/27/12	09/02/12	-T-T---	2				\$450.00			0.00			
Totals													41	\$37,225.00	